

Unique Branding of Deaf Coffee: Opening a New Window to Introduce Deaf Friends and BISINDO Sign Language

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Abstrak

Kopi Tuli merupakan salah satu kedai kopi yang pertama di Indonesia yang dikelola sepenuhnya oleh Teman Tuli. Dalam berkomunikasi, Teman Tuli menggunakan Bahasa Isyarat Indonesia (BISINDO) sebagai bahasa utama. Penelitian ini bertujuan untuk menganalisis strategi branding yang diusung Kopi Tuli terhadap peningkatan awareness keberadaan Teman Tuli dan menganalisis dampak branding Kopi Tuli dalam memperkenalkan bahasa isyarat BISINDO. Penelitian dilakukan dengan metode kualitatif melalui studi pustaka, observasi, dan wawancara mendalam. Hasilnya menunjukkan bahwa strategi branding yang diterapkan oleh Kopi Tuli efektif dalam meningkatkan awareness masyarakat terhadap keberadaan Teman Tuli dan memperkenalkan bahasa isyarat BISINDO. Strategi branding yang dianggap efektif mencakup beberapa aspek kunci yang berhasil menarik perhatian masyarakat diantaranya adalah brand positioning yang jelas dan unik, identitas merek yang kuat, penggunaan media sosial sebagai salah satu media kampanye yang digunakan dalam strategi komunikasi yang dinilai berhasil, pengalaman pelanggan yang edukatif karena dapat belajar bahasa isyarat secara langsung, hingga meningkatnya kesadaran masyarakat akan hadirnya komunitas Teman Tuli.

Kata Kunci: branding, pemasaran media sosial, pemasaran sosial, BISINDO, teman tuli

Abstract

Kopi Tuli represents a pioneering initiative in Indonesian coffee shop management, being one of the first establishments to be fully managed by Teman Tuli. In terms of communication, Teman Tuli utilises Indonesian Sign Language (BISINDO) as the primary language. This research project aims to analyse the branding strategy adopted by Kopi Tuli to increase awareness of Teman Tuli's existence and to evaluate the impact of Kopi Tuli's branding in introducing BISINDO sign language. The research was conducted using qualitative methods, comprising a literature review, observation and in-depth interviews. The results demonstrate that the branding strategy employed by Kopi Tuli is efficacious in increasing public awareness of Teman Tuli's existence and the introduction of BISINDO sign language. The branding strategy that has been deemed effective encompasses several pivotal elements that have collectively succeeded in attracting public attention. These include a transparent and distinctive brand positioning, a robust brand identity, the utilisation of social media as a pivotal campaign medium, an educational customer experience that enables direct acquisition of sign language skills, and an amplified public awareness of the Teman Tuli community.

Keywords: branding, social media marketing, social marketing, BISINDO, deaf friends

INTRODUCTION

The consumption of coffee has recently become a prevalent practice among the Indonesian population. Previously, coffee consumption was a practice largely confined to a small demographic of the elderly, typically engaged in while gazing at the sky from the terraces of their residences. However, the practice has undergone a transformation and proliferated in conjunction with the emergence of coffee shops in every urban locale. The audience is not limited to the elderly; it also includes younger people. The manner of coffee consumption has undergone a transformation, shifting from traditional to a more contemporary and integrated lifestyle (Permadi, 2023). The transformation in lifestyle commenced with the accelerated proliferation of coffee shops throughout Indonesia. This phenomenon commenced during the period of globalization.

As a major coffee-producing country, the consumption of coffee in modern coffee shops has become a prevalent practice, embraced by a significant proportion of the global population. According to data released by Snapchart regarding coffee consumption trends in Indonesia, 79% of coffee consumers drink coffee at least once a day (Musika, 2023). A report conducted by Momentum Works revealed that Indonesia is the leading market for modern coffee in Southeast Asia, with a turnover of US\$ 947 million in 2023 (Musika, 2023). The evolution of coffee consumption in modern coffee shops has not only entailed changes in the locations where coffee is consumed, but also in the social spaces where individuals congregate. Coffee aficionados congregate in contemporary coffeehouses not merely to procure coffee, but also as a venue for socialization, a popular gathering place for the younger demographic, a destination for breakfast, and a setting for informal meetings. In light of the evolving lifestyles of consumers, there is a clear opportunity for modern coffee shop owners to encourage coffee lovers to linger in their establishments and order products repeatedly.

In light of the proliferation of coffee shops in the city, business owners are engaged in a competitive endeavor to establish their establishments as the preferred destination for social gatherings. Indeed, a mere cosy space is insufficient. It is incumbent upon business owners to enhance the quality of the coffee itself, the service provided, and the brand image of the coffee shop. This will ultimately lead to an increase in customer loyalty. Furthermore, research conducted by (Zaputera et al., 2019) indicates that the quality of the product, the quality of the service, and the brand image collectively influence customer satisfaction. Once customer satisfaction has been attained, customer loyalty will also be established. In a further study, (Song et al., 2019) identified that brand image is a significant factor influencing customer satisfaction and trust. Customer satisfaction has been identified as the most significant factor influencing the development of brand loyalty. Furthermore, the importance of brand image management, customer satisfaction and the implementation of a lovemark strategy to foster brand loyalty has been emphasized. Ultimately, the development of trust will lead to brand loyalty (Song et al., 2019).

It can be deduced from the aforementioned information that in order to successfully operate a business, it is essential to establish a brand identity that is aligned with the product or company in question. A brand can be defined as a name, term, sign, symbol, or design, or a combination of all of these, which is intended to identify the goods or services of a seller and

to distinguish them from those of their competitors (Kotler & Keller, 2016). A brand is not merely a sign or symbol; it is also a matter of reputation, market position, image and consumer perception. A robust and well-established brand will foster an emotional connection with customers (Nastain, 2017). Consequently, the discussion of brands will encompass the process of navigating the relationship between the company and consumer needs. In order for the objective of developing a robust brand to be achieved, the process of branding must be addressed. Branding can be defined as the process of developing and implementing a brand (Pangestika, 2022). Branding enables business owners to differentiate their business from competitors. Furthermore, branding serves to construct an image and to gain the trust of the general public. In the context of the proliferation of modern coffee shops, it is evident that brand identity plays a pivotal role in differentiating one establishment from another. Consequently, the process of developing a distinctive brand identity can be effectively addressed through a comprehensive branding strategy.

One of the contemporary coffee shops that has developed a distinctive brand identity is Kopi Tuli. Kopi Tuli, established in 2018, is a contemporary coffeehouse that is at the vanguard of initiatives to assist individuals with hearing impairments. According to data from the Ministry of Health (2019), there are 18.9 million individuals in Indonesia who are deaf. It should be noted that not all of the 18.9 million people in this group are able to move and work (Lavenia, 2023). Such individuals are often deemed incapable of communication, yet this assessment does not account for the fact that not all are deaf or mute. The term "deaf" is currently seldom employed. The Centre for the Study of Individuals with Special Needs (PSIBK) indicates that the preferred designation for individuals who are deaf is "Tuli." The Deaf community considers the use of a capital letter (T) in the term Tuli to be a more polite form of address. They also perceive the term Tuli to be a more comfortable way of referring to themselves than the term *tuna rungu*. Tuli is regarded as a community group in its own right, with a distinct identity, language and culture (PSBIK, 2018).

In the Deaf community, the most salient aspect of social interaction is the utilization of language. The language currently in widespread use among the Deaf community is Indonesian Sign Language (BISINDO), which is their native language. The term "Deaf community" has also undergone a shift in usage, with the term "Teman Tuli" (Friends of the Deaf) emerging as a replacement. This term is one that is consistently employed by members of the Deaf community to assert their identity in the wider world. They also engage in social media campaigns to promote the term, using the hashtag #TemanTuli. Discrimination against the Deaf is a significant factor contributing to the emergence of Kopi Tuli within the community. As stated by the founder, the establishment of this coffee shop was prompted by the recognition of the challenges faced by the Deaf community in securing employment. These difficulties are attributed to the perception of communication barriers among potential employers. Consequently, the founders have established a forum with the objective of empowering the Deaf community, thereby ensuring their equal position in society. It is therefore necessary to make efforts to increase public understanding and awareness of the culture of the Deaf and the potential of the Teman Tuli community. One potential avenue for exploration is the implementation of distinctive and engaging branding initiatives.

One of the distinctive features of Kopi Tuli is its integration of marketing

communication and branding strategies. These strategies are designed to create and maintain a positive image for the brand in the eyes of consumers. This is achieved through social media campaigns that aim to engage with customers and showcase the brand's unique identity. In addition to social media, customers who visit the establishment directly will be attended to by a waiter who is deaf. For customers who are unfamiliar with sign language, interacting with a deaf waiter at Kopi Tuli offers a distinctive experience that differs from the typical interactions one might have at other modern coffee shops.

Indeed, research has been conducted on the subject of Deaf coffee. One such study is entitled "Branding Deaf Coffee in Building Brand Identity" (Sungkono et al., 2022). The object of the aforementioned research bears resemblance to the subject of this research, namely Deaf Coffee. The analysis of the research is also similar in terms of its focus on branding strategies. However, there are notable differences in this study. Firstly, the objective is to examine the effectiveness of branding strategies employed by Kopi Tuli in raising awareness of Teman Tuli. Secondly, the research also assesses the impact of these strategies in introducing BISINDO. This makes the research particularly valuable for the Teman Tuli community and for those engaged in the study of communication science, particularly in the field of marketing through social media. In light of the aforementioned background, the objective of this research is to analyze the branding strategy employed by Kopi Tuli with the aim of increasing awareness of Teman Tuli and to evaluate the impact of Kopi Tuli's branding in introducing BISINDO.

RESEARCH METHOD

This research employed a qualitative method. Patton (2015) posits that the qualitative approach provides a means of discerning the actions and thought processes of individuals through observation, interviewing, and document analysis. Furthermore, this research employs the case study method. The case study method allows researchers to conduct an in-depth exploration of a program, activity, process or action on one or more individuals (Patton, 2015). The subject of this study is the Kopi Tuli shop, situated in the Depok area of West Java. The data collection process was completed in 2023 through the utilization of in-depth interviews, observation, and document analysis.

Semi-structured interviews were conducted with several informants, including Putri Santoso, one of the founders of Kopi Tuli, who was accompanied by her husband, and customers who frequent Kopi Tuli. The objective of the interviews was to obtain comprehensive and detailed information regarding the branding strategy employed by Kopi Tuli and to analyze the impact of this strategy in introducing BISINDO to its customer base. Furthermore, observation was conducted at the research object and utilized the social media platform Instagram, specifically the accounts @koptul.id and @teman-tuli. The former is the official Kopi Tuli account, while the latter is the account of the Teman Tuli community, which is owned by the founders of Kopi Tuli. In addition to the collection of data through interviews and observations, a further data set was obtained through the analysis of relevant documentation. Documentation studies were conducted for the purpose of collecting and searching for data relevant to the research title. The data was sourced from a variety of academic sources, including books, journals, articles, and previous research. Once all the data

had been collected, it was subjected to qualitative data analysis in accordance with the procedures set out by (Miles & Huberman, 2014), which included data reduction, data presentation, and verification/conclusion drawing.

RESULTS AND DISCUSSION

Deaf Coffee Branding Strategy to Increase Awareness of the Existence of Deaf Friends

Brand Positioning

One of the main branding strategies is the Kopi Tuli brand, brand positioning which is a key element (Gelder, 2004). Positioning is a strategy that enables the differentiation of goods or services and provides consumers with a rationale for their purchase (Baines et al., 2013). Meanwhile, Kotler & Keller define positioning as the act of designing a company image to occupy a distinct position in the minds of the target audience (Kotler & Keller, 2016). Kopi Tuli aspires to become a platform for the empowerment of Indonesian individuals with disabilities, particularly those who are deaf. The mission of Kopi Tuli is to facilitate the creation of Indonesian Deaf Friends who are confident in their ability to navigate the empowerment process within the context of the coffee business. Furthermore, the proprietor of the coffee shop wishes to highlight that Kopi Tuli, as a brand, places a premium on the quality of its coffee and aims to be able to compete with other coffee shops, despite the fact that it is prepared by Deaf baristas. The proprietor of the establishment endeavors to proffer a distinctive concept within the context of a contemporary coffee shop. This is achieved through the provision of a space that serves to facilitate interaction between members of the Teman Tuli community. It is anticipated that this will contribute to the establishment becoming a focal point for interaction between those who are able to hear and those who are deaf.

The founder of Kopi Tuli posited that the establishment of the business was an endeavor to demonstrate that physical limitations do not impede their aspirations, despite the discrimination they have faced. However, a robust determination to work towards achieving equality with other individuals represents a distinct motivating factor. As articulated by one of the proprietors of Kopi Tuli who is deaf, the establishment of Kopi Tuli is intended to demonstrate that deaf individuals are capable of establishing businesses. As posited by (Kotler & Keller, 2016), one of the key objectives of brand positioning is to align the brand with the consumer's desired outcomes. This success demonstrates that the vision and mission of the business owner in establishing Kopi Tuli have been achieved. Positioning itself as a coffee shop serving customers with disabilities is a distinctive strategy. As (Kotler & Keller, 2016) asserted, the objective of brand positioning is to differentiate a brand in a unique manner, thereby creating a distinct image in the minds of consumers. This ultimately provides support for Kopi Tuli's marketing activities on social media. This is in accordance with the assertion made by (Wheeler, 2013) that positioning strategies can be employed to support the effective operation of a brand, with the objective of encouraging planning, marketing and sales activities.

The majority of customers who purchase coffee at Kopi Tuli are members of the Teman Tuli community. This is because they perceive the establishment as a comfortable space in which to socialize with other members of the community. It should be noted that the clientele of Kopi Tuli is not exclusively comprised of members of the Deaf community. Rather, it also attracts visitors who are drawn to the establishment by a desire to experience a distinctive ambience and to gain insight into the sign language utilized by Teman Tuli. Even upon arrival, visitors perceive a distinct ambience that sets it apart from other contemporary coffee establishments. The absence of background music and WiFi facilities, which are typical of modern coffee shops, is notable in this establishment. One of the reasons for the distinctive ambience of Kedai Kopi Tuli is the founder's intention to facilitate interaction between Teman Dengar and Teman Tuli. The presence of WiFi is perceived to result in a concentration on one's own electronic devices. The absence of WiFi facilities would, however, engender a different set of interactions.

Despite the presence of deaf waiters and bartenders, those unfamiliar with sign language may find themselves relying on the assistance of hearing friends to convey their orders. Furthermore, Kopi Tuli provides a menu that enables customers to indicate their desired coffee by pointing to the relevant item on the menu. Moreover, customers have the opportunity to learn BISINDO sign language from the coffee container designed by Kopi Tuli, which is provided with each order. The container displays the alphabets A to Z with their respective sign languages (see Figure 1).



Figure 1. Deaf Coffee Container
Source : Instagram Social Media @koptul

Moreover, patrons have the opportunity to receive instruction in sign language directly from the establishment's waitstaff. Those wishing to learn BISINDO sign language are welcome to do so, and the staff are happy to provide instruction. Furthermore, the proprietors are affable and receptive to patrons who visit the establishment for the purpose of enjoying their coffee, as illustrated in Figure 2. It is therefore unsurprising that Kopi Tuli also refers to itself as a café gallery and learning house, offering consumers the opportunity to purchase coffee and to learn BISINDO sign language from deaf friends. deaf friends.



Figure 2. Learning Sign Language at Kopi Tuli
Sumber : Instagram Social Media @koptul

Brand Identity

The subsequent stage of the branding strategy, as outlined by (Gelder, 2004), is brand identity. This is also a key aspect of the Kopi Tuli brand. Brand identity is employed with the objective of facilitating consumer recognition of products and enabling differentiation from other products and competitors. Brand identity is a tangible concept that appeals to the senses (Sitorus et al., 2022). Brand identity plays a pivotal role in fostering recognition, accentuating differentiation, and facilitating the comprehension of complex ideas and meanings. Brand identity involves the unification of disparate elements into coherent systems (Wheeler, 2013). The brand identity of Kopi Tuli is conveyed to consumers through the use of a distinctive name, logo, and slogan. The name is written in the form of the brand name, KOPTUL, which stands for Kopi Tuli. As posited by (Sitorus et al., 2022), brand identity can be defined as a characteristic or set of characteristics associated with a product, logo, or corporate identity. These characteristics may include a combination of colour usage, packaging shape and label design, as well as a motto or slogan.

Figure 3 depicts the Kopi Tuli logo, which features an index finger pointing to a drink that is known to be coffee. This is indicated by the presence of three coffee beans. The image has been designed in the form of a pictogram representing coffee sign language. This enables consumers to order coffee while simultaneously acquiring knowledge of sign language. The turquoise blue colour, which serves as the background for the Kopi Tuli logo, has been identified by (Sungkono et al., 2022) as a hue that evokes clarity of thought and communication.



Figure 3. Kopi Tuli Logo
Source : Instagram Social Media @koptul

The tagline of Kopi Tuli is "*The taste that touches your heart*," as illustrated in Figure 4. This implies that the beverage will elicit an emotional response. In offering this tagline, the proprietor provides a forum for the formation of connections between individuals who are deaf. The proprietor thus seeks to underscore that the coffee served by the Deaf will resonate with the emotions of his clientele.



Figure 4. Tagline Kopi Tuli
Sumber : Media Sosial Instagram @koptul

Brand Personality

The third branding strategy, as proposed by (Gelder, 2004), is brand personality. Brand personality can be defined as a characteristic that a brand possesses, which enables consumers to distinguish it from other brands in the same category. These characteristics may include assertiveness, warmth, dynamism, creativity, and so forth (Sitorus et al., 2022). This third strategy is also employed by Kopi Tuli. Kopi Tuli is distinguished from other coffee shops by its unique character, which is shaped by its management structure comprising Deaf individuals. Moreover, the proprietor of the establishment is also a person who is deaf. Kopi

Tuli aims to present itself as a welcoming coffee shop where there is an opportunity for interaction between hearing and deaf patrons. This is in accordance with the assertion made by (Sitorus et al., 2022) that the characteristics of a brand facilitate consumer differentiation between brands within the same category.

Branding in Raising Awareness of The Existence of Deaf Friends

Kopi Tuli also undertook a number of branding activities with the objective of increasing awareness of Teman Tuli's existence through social media. As (Wheeler, 2013) notes, branding can be divided into a number of distinct categories of activity. Kopi Tuli employed a variety of strategies to enhance the visibility of Teman Tuli on social media. These included:

Digital Branding

One of the digital branding activities that has been undertaken by Kopi Tuli is the optimisation of social media. Kopi Tuli utilises Instagram as its primary social media platform. The Instagram account of Kopi Tuli, @koptul.id, has 14,600 followers. The content of the account includes not only product photographs but also videos providing information about the activities carried out by Kopi Tuli (Figure 5). The objective of disseminating information via social media is to facilitate recognition of products, services, and companies by a broader audience (Arif Rohmadi, 2016).

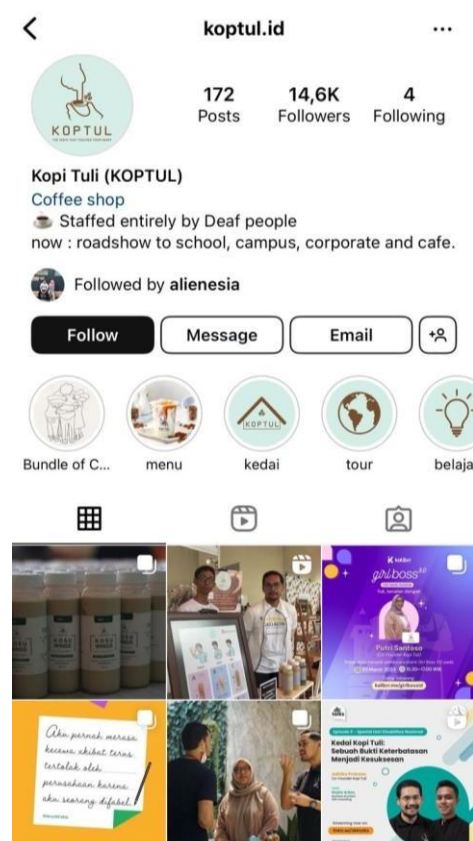


Figure 5. Kopi Tuli Instagram
Source : Instagram Social Media @koptul

In addition to introducing products, services, or activities carried out by Kopi Tuli, social media optimization is also carried out by Kopi Tuli with the objective of forming a distinctive brand identity. Ultimately, the Teman Tuli community will congregate at the coffee

shop, which has been designed with a distinctive brand identity. Furthermore, the coffee shop will serve as a gathering point for individuals seeking to learn BISINDO sign language, a communication method commonly used by the Deaf community. This is in accordance with the assertion made by (Arif Rohmadi, 2016) that social media provides a platform for individuals engaged in similar activities to join a community.

Cause Branding

Furthermore, Kopi Tuli engages in cause branding, the documentation of which can be observed on the brand's social media channels. Cause branding activities are defined as those which connect a brand with charitable activities (Wheeler, 2013). This cause-branding activity represents a standard practice for Kopi Tuli. The activities conducted by Kopi Tuli are carried out in collaboration with external entities, including other coffee shops, with the objective of providing training on coffee preparation techniques, as illustrated in Figures 6 and 7.



Figure 6. Coffee Mixing Training in Collaboration with PLN Peduli
Source: Instagram Social Media @koptul



Figure 7. Coffee Mixing Training in Collaboration with “Beragamkopi” Cofee Shop
Source: Instagram Social Media @koptul

In light of the aforementioned explanation, it becomes evident that Kopi Tuli has implemented a multitude of branding strategies with the objective of enabling consumers to differentiate Kopi Tuli from other coffee shops. The distinctive characteristics and identity of Kopi Tuli successfully differentiate it from other coffee shops. Even in the absence of music and WiFi, customers are still inclined to visit the establishment, motivated by the prospect of a distinctive experience. One such experience is learning to communicate with the Deaf, where language plays a pivotal role in communication. Indeed, the presence of Kopi Tuli effectively eliminates this perception and eliminates the potential for it to become an obstacle. Customer satisfaction was evident in their responses. This finding is in accordance with the results of research conducted by (Saefullah, 2020) which it was found that 100% of respondents agreed that the use of sign language at Kopi Tuli is a significant factor in customer satisfaction and is also a distinctive feature that customers find appealing.

The success of Kopi Tuli in developing a brand strategy that encompasses both coffee shops and social media has proven to be an effective method of increasing public awareness of Teman Tuli's existence. This finding is also in accordance with the results of research conducted by (Prasetyo, 2023), which indicate that the social media content used by Kopi Tuli serves to educate and increase awareness of Teman Tuli among the general public. The number of individuals engaged in discourse pertaining to Kopi Tuli is a source of pride. The invitation to collaborate with Teman Tuli and the emergence of various movements of the Teman Tuli community have brought a new dimension to the initiative. The establishment of Kopi Tuli within the community serves as a conduit through which the existence of Teman Tuli can be demonstrated. The company's collaborative endeavours, exemplified by its coffee blending training initiatives, serve to illustrate that the expertise of the Deaf is duly acknowledged. This is also evidence that Teman Dengar holds Teman Tuli in high regard. The enactment of Law No. 8 of 2016 concerning Persons with Disabilities serves as a reference point for individuals with disabilities, guaranteeing their equal rights in all aspects of state administration. This legislation aims to ensure that people with disabilities enjoy the same life opportunities as other individuals. The existence of Kopi Tuli within the community serves to demonstrate that despite their physical deficiencies, they possess a commendable degree of quality. The implementation of various branding strategies by Kopi Tuli has led to the realisation among the community that Teman Tuli exists and is present in their midst. One of the limitations of this study is that it only assesses the qualitative success of the branding strategies employed to increase awareness of Teman Tuli's presence in the community. It does not yet evaluate the quantitative impact of these strategies on awareness of Teman Tuli's presence.

The Impact of Deaf Coffee Branding in Introducing BISINDO

The capacity to construct a brand is of significant consequence in the context of social media marketing. A robust brand and a favourable reputation facilitate the establishment of trust when undertaking a campaign. Moreover, a robust brand allows for a more extensive reach among the target audience. This is advantageous when undertaking a social marketing campaign. Furthermore, brands that espouse positive values will assist in the reinforcement of messages within social marketing campaigns. People are more likely to endorse a campaign that aligns with the positive values associated with a brand. The utilisation of brand power in social media marketing will undoubtedly facilitate the success of the social marketing campaign conducted by Kopi Tuli in introducing BISINDO sign language. This will result in enhanced support, broader reach, and a more profound societal impact.

The branding strategies employed by Kopi Tuli have had a discernible impact, particularly in the socialisation of BISINDO sign language. There is a growing desire among individuals to learn BISINDO sign language in order to facilitate communication with Teman

Tuli. Although the customer was unable to commit the sign language to memory, he expressed satisfaction with his experience, noting that he had successfully deciphered the alphabet movements and was pleased to have gained insight into the sign language utilized by Teman Tuli. The aspiration to learn sign language indicates that sign language is not an alien concept. Sign language can be defined as a form of non-verbal communication. Non-verbal communication is defined as any form of communication in which messages are conveyed through the use of symbols, such as gestures, colors, facial expressions, and others (Kustiawan et al., n.d.).

The success of Kopi Tuli's branding strategy has resulted in numerous invitations to introduce BISINDO sign language in a variety of settings, including educational institutions, academic institutions, and corporate events. The various engagements that have been proposed in order to introduce the BISINDO sign language are of particular interest. In accordance with the vision and mission of the founders of this coffee shop, it is their intention that the establishment should have a place in society. He wishes for the Deaf to be perceived not as a minority group, but as a part of society with equal rights and opportunities. It is no longer the case that other Deaf Friends experience unpleasant treatment when they apply for a job. He aspires for Teman Tuli to be esteemed for their capabilities and to occupy a position of parity with others, thereby fostering economic autonomy.

One of the founders of Kopi Tuli stated that the introduction of BISINDO to educational institutions, universities, and companies is a routine activity with the objective of disseminating knowledge about sign language and Deaf culture to the broader community. BISINDO is regarded as an important aspect of Teman Tuli's identity and a source of pride (Gumelar et al., 2018). The founder asserts that the utilisation of BISINDO sign language serves to acknowledge the integration of BISINDO into the broader framework of deaf culture. BISINDO is the sign language used by Teman Tuli in Indonesia. It should be noted that there is another sign language used in Indonesia, namely SIBI. SIBI is a formalized sign language that is more widely used in the context of specialized learning environments, such as SLB. However, SIBI is regarded as more challenging due to its standardized and intricate vocabulary and the manner of its delivery, which employs a single hand (Nurhadi, 2021). Consequently, as the number of individuals in the hearing community who are familiar with BISINDO continues to grow, so too does the recognition of Deaf culture. To date, BISINDO has not been formally recognized by the government as the official sign language of Teman Tuli.

In essence, the acquisition of proficient sign language skills can serve to mitigate the challenges encountered when attempting to communicate with an individual who is deaf or hard of hearing. Similarly, (Kissya, 2022) posited that the utilization of sign language is designed to facilitate interaction with others and cultivate independence in the execution of daily activities. Kopi Tuli's various collaborations are designed to enhance awareness and facilitate communication for individuals with hearing impairments. These initiatives aim to challenge the perception that deafness is an insurmountable barrier to communication and demonstrate that there are numerous effective forms of communication, including sign language, lip reading, and written communication. This form of communication encompasses both verbal and non-verbal elements. In accordance with (Mulyana, 2022), written language is classified as non-vocal communication and is therefore part of the broader category of verbal communication. Sign language and gestures are examples of non-verbal communication.

Furthermore, the social marketing campaign, entitled "Koptul Goes to School" or "Koptul Goes to Corporate," as designed by Kopi Tuli, encompasses a series of activities aimed at fostering social interaction between BISINDO and various academic institutions and corporate entities. These activities are documented on Instagram, a social media platform utilized as a medium for disseminating information and engaging with a broader audience.

The utilization of social media for the purpose of addressing a social issue constitutes a form of social marketing activity. The objective of social marketing conducted through social media is to influence people's behavior in order to facilitate positive social change. In this particular case, the desired outcome is a change in behavior among individuals and communities. The social change anticipated as a result of the campaign conducted by Kopi Tuli is the increased desire among individuals to learn the BISINDO sign language. This is in accordance with the assertion made by (Adewuyi & Adefemi, 2016) that one method of influencing an individual's behavior is to optimize the utilization of social media in an appropriate manner. The optimization of social media usage through the establishment of rigorous objectives and the dissemination of content aligned with the characteristics of the audience represents a significant achievement in the realm of behavioral change facilitated by social media (Yulia, 2018). One method for optimizing the utilization of social media in social marketing activities is the implementation of the P.O.S.T. Model (Person, Objective, Strategy, and Technology), as developed by (Thackeray et al., 2012).

The target audience for Kopi Tuli is teenagers and adults who have a passion for coffee and a tendency to gain new knowledge. The objective of disseminating information regarding the Koptul Goes To School and Koptul Goes to Corporate programs is to facilitate an enhanced inclusive interaction space between individuals who are deaf and those who are hearing. As a consequence of the willingness of Hearing Friends to learn BISINDO sign language, communication with Deaf Friends becomes more straightforward. The objective is to eliminate the communication barrier between Deaf and hearing individuals. In introducing BISINDO sign language, Kopi Tuli employed a number of strategies to increase awareness and understanding of the importance of sign language for Teman Tuli. These included encouraging people, particularly those following Kopi Tuli on Instagram, to learn and use BISINDO sign language. This is in accordance with the assertion made by (Lee & Kotler, 2011) that social marketing can be employed as a tool to influence individuals' behaviors in a manner that yields positive outcomes. Social marketing campaigns have been demonstrated to be effective in raising awareness about a range of issues, including those pertaining to health, the environment and social matters. Secondly, the social marketing campaign seeks to promote social inclusion by extending invitations to collaborate with various institutions, including schools, universities, and companies, with the aim of socializing BISINDO sign language and disseminating information about Kopi Tuli. This outcome aligns with (Prasetyo, 2023) assertion that collaboration with educational institutions, academic bodies and commercial organizations represents a pedagogical approach to enhance public consciousness. Furthermore, this approach aligns with the view expressed by (Suharya, 2014) that forming partnerships is an effective strategy for planning behavior change campaigns. By forming a partnership, Kopi Tuli aims to disseminate the campaign message across the community, thereby creating an environment of equal opportunity for all participants, regardless of background or condition.

Furthermore, Kopi Tuli facilitates coffee blending training in collaboration with external institutions and coffee shops, employing this as a social marketing campaign. The education and training program conducted by Kopi Tuli offers expertise in coffee blending coupled with sign language training for the general public, thereby facilitating the expansion of communication skills with Teman Tuli. Subsequently, the social marketing campaign is conducted in collaboration with influencers and public figures. The utilization of influencers and public figures in social marketing campaigns has the potential to reach a broader audience and exert a more significant influence in introducing BISINDO. Kopi Tuli's collaborative activities include participation in various events as speakers, such as the Kata Sandi television program hosted by Sandiaga Uno. The collaboration with influencers and public figures

represents an effective strategy in social marketing, with the objective of encouraging positive social and behavioral change. The involvement of influencers and public figures allows for the raising of important social issues, thereby enabling them to reach a wider audience and inspire action (Faster Capital, 2024). In addition to the strategic approach, the selection of the appropriate social media platform is also a crucial element in the success of social marketing campaigns. The Kopi Tuli campaign was selected for dissemination on Instagram due to the target audience, which includes teenagers and adults who already use social media, particularly Instagram. This finding aligns with the assertion made by (Annur, 2024) that Instagram is the second most utilized social media platform in Indonesia, trailing only WhatsApp. (Figure 8).

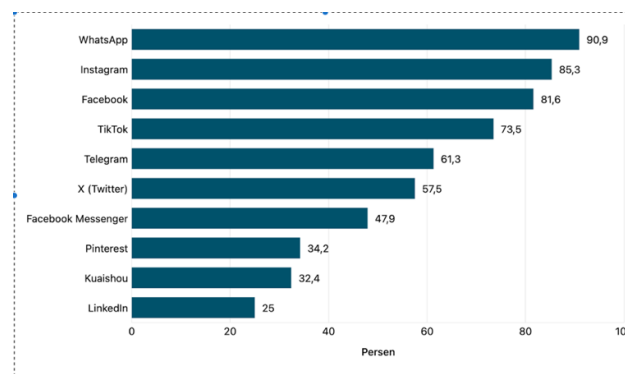


Figure 8. Most Used Social Media Apps in Indonesia
Source : We Are Special Report (Katadata.co.id)

These social marketing campaign activities are conducted as a means of facilitating the introduction and socialization of BISINDO sign language to the general public. This research demonstrates the significance of social campaigns in enhancing public consciousness regarding BISINDO sign language. As a consequence of enhanced public comprehension and awareness, it is anticipated that the community will demonstrate appreciation and understanding of the requirements of Teman Tuli. Furthermore, this research is anticipated to have implications for modifying the attitudes and behaviors of individuals who perceive sign language to be inconsequential. It is hoped that this campaign will foster greater empathy and a willingness to learn sign language, thereby facilitating more inclusive communication between hearing and deaf individuals. The success of fostering social inclusion between Teman Dengar and Teman Tuli is also anticipated to enhance the sense of acceptance and value experienced by Teman Tuli, thereby improving the overall quality of life of this group. It is anticipated that the findings of this study will inform the development of policies and programs by governmental and non-governmental organizations that facilitate social inclusion. This may entail the implementation of sign language training in educational and work settings, as well as the enhancement of accessibility to public services for Teman Tuli. Ultimately, this research is anticipated to serve as a point of reference for other social marketing campaigns seeking to alter perceptions and behaviors. The efficacious strategies deployed by Kopi Tuli can be emulated in the implementation of analogous campaign programs that are aligned with similar objectives. In conclusion, this research emphasizes the significance of inclusive communication and the active involvement of the community in fostering a welcoming environment for all, including Teman Tuli.

CONCLUSION

The results of this study demonstrate that the branding strategy employed by Kopi Tuli is an effective means of increasing public awareness of the existence of Teman Tuli. The branding strategy encompasses several pivotal elements that have collectively garnered significant public interest. These include a distinct and compelling brand positioning, a robust brand identity, the strategic utilization of social media as a pivotal communication medium, an immersive customer experience that facilitates direct learning of sign language, and a notable increase in public awareness concerning the existence and impact of the Teman Tuli community. This strategy has enabled Kopi Tuli to achieve success in both its branding and its social mission to empower and raise awareness about the Teman Tuli community in Indonesia. Furthermore, Kopi Tuli has been effective in disseminating BISINDO sign language to a broader audience through social marketing campaigns on social media platforms. The findings of this study indicate that Kopi Tuli's activities extend beyond the creation of a coffee brand. They also encompass the introduction and promotion of the language and culture of Teman Tuli in Indonesia.

In light of the findings presented above, several avenues for future research can be identified. Firstly, an evaluation of the long-term impact of Kopi Tuli's social marketing campaign is required. It is yet unclear whether the observed changes in public attitudes and behavior towards Teman Tuli and the use of BISINDO sign language are permanent or only temporary. Furthermore, research can be conducted on the development of new methods and strategies for more effective social marketing campaigns. This could include the use of various digital and traditional marketing techniques to determine the most effective means of increasing public awareness and acceptance of BISINDO sign language and the existence of Teman Tuli. Further research could be conducted to assess the impact of the Kopi Tuli campaign on the Teman Tuli community. This would entail investigating whether Teman Tuli members perceive a sense of empowerment and acceptance within society, and examining the extent to which these changes influence their daily lives. The following research recommendation is to conduct an in-depth analysis of Kopi Tuli's utilization of social media in the implementation of the campaign. The findings of this research will enable us to ascertain which platforms are most efficacious, which types of content are most widely read, and how audience engagement can be increased. It is hoped that these recommendations will provide further insights into the effectiveness and impact of social marketing campaigns through social media, thus aiding the design of more effective strategies for empowering communication with Teman Tuli.

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